WDAF - TV - Issue Ad Public File Checklist

1.	WOMEN VOTE		•
	Name of Sponsoring Organization		
2.	Accepted: Rejected: (mark	cone)	
3.	Class of Time: Page CAND		
4.			•
٠.	Flight dates and times		
5.	Rate charged Strate RACE		
6.	Rate charged		
ă.	Description of Issue		
6.	1120 Connecticut	Ave Wastington DC	70036
.	Address of Sponsoring Organization		
	Market and the second s		
7.	Oversity Oversity of the	Email Address	
	Telephone Number of Sponsoring Organization	Linaii Addiess	
8.	Off Disease Transition Committee	20	
	Sponsor's Officers/Directors/Executive Committee		
	STEPHANIE Schriock	Tracks	
	STEPHANIC SCHILL	Parado Character Control of Contr	
		·	
9.	Description of substantiation provided (if any)		
	·	No	
10.	Proper Sponsorship Identification: Yes	No	
٠			
		Dita	
Nam	e	Date	

09835762

WDAF-TV

580891

Order%

Contract / Revision

ORDER

Flight Dates 10/04/12-10/06/12

Order Sep 00:15:00

Product Estimate # 1961 **WOMEN VOTE** Alt Order #

Original Date / Revision Billing Type Cash Agency Com 15%

10/03/12 10/03/12 Order Type **GENERAL Billing Contact** Billing Cycle EOM/EOC AdvertiserWomen Vote

3050 K Street NW Billing Calendar BROADCAST

Ste 100 Demographic A35+ Washington, DC 20007

Agency Waterfront Strategies SP-POL PLI Rev Codes **GEN Buying Contact**

Sales Office DC-M Product Codes PL2C Sales Region NAT **Priority** 1010 Wisconsin Avenue

Agency Ref Advertiser Ref Suite 800 Washington, DC 20007

Start Date

Primary Account Executive Dan Driscoll

Account Executive

Dan Driscoll 100% Order Share 25% Market Value 57900

End Date

Competing Station % of Order Amount **KCPT** % 0 **KCTV** 25% 14475 **KCWE** % **KMBC** 25% 14475 KMCI % 0 **KPXE** % 0 **KSHB** 25% 14475 **KSMO**

Order Totals Billing Plan Month Net Amount Gross Amount # of Spots Rating Start Date End Date Net Amount Gross Amount # Spots October 2012 12 \$12,303.75 \$14,475,00 0.00 10/01/12 10/06/12 12 \$12,303.75 \$14,475.00 Totals 12 \$12,303.75 \$14,475.00 0.00

Ln Ch Start End	Inventory Code Br	eak Start/End	Time Dave	Len Spots	Data Dri	Dta Time	Tota	
			THIC Days	Len Spois	Rate Pri	Rtg Type	Spots	Amount
E 1 4 10/04/12 10/05/12	M-F 7-9a CN	-All 7-8a	7F	:30 1	\$825.001	0.00 NM	1	\$825.00
	7-8a	(7:00 AM-8	:00 AM)					# m c+ m m
FOX 4 NEWS								
Start Date End Date	Weekdays Spots/W	ek Rate	Rating					
Week: 10/01/12 10/07/12	TF	1 \$825.00	0.00					
		······································						
E 2 4 10/04/12 10/05/12	M-F 7-9a CN	-Ali 8-9a	TF	:30 2	\$825.00 1	0.00 NM	2	\$1,650.00
	8-9a	(8:00 AM-9	:00 AM)					, ,
FOX 4 NEWS		(· · · · · · · · · · · · · · · · · · ·			i		
Start Date End Date	Weekdays Spots/W	eek Rate	Rating			1		
Week: 10/01/12 10/07/12	TF	2 \$825.00				1		
			0.00					
E 3 4 10/06/12 10/06/12	\$a 7-9a CN	-All 7-6a		:30 2	\$800.001	0.00 NM	2	\$1,600.00
7-8a (7:00 AM-8:00 AM)						300	and the second second	
FOX 4 NEWS								
Start Date End Date	Weekdays Spots/W	ek Rate	Rating			l		
Week: 10/01/12 10/07/12	5-	2 \$800.00	0.00			I		

Print Date: 10/03/12

Page 2 of 2

Contract / Revision

580891

Flight Dates 10/04/12-10/06/12

Hiatus Dates

Original Date / Revision 10/03/12/ 10/03/12

Order Sep 00:15:00

Advertiser Women Vote

Product WOMEN VOTE

Estimate # 1961

										Tota	als
Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots Rate Pr	i Rtg Type	Spots	Amount
E 4 4	10/06/	12 10/06/12	Sa 7-9a	CM-AII			:30	1 \$500.001	0.00 NM	1	\$800,00
FOX 4	NEWS		8-9a		(8:00 AM-9:0	30 AM)			i		
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating			- 1		
Week: 10		10/07/12	S-	1	\$800.00	0.00					
E 5 4	10/04/	12 10/05/12	M-F 9-10a	CM-All	9-10a	TF	:30	1 \$500.001	0.00 NM	1	\$500.00
-au.			M-F 9-10a								4 - 4 - 4 - 4 -
FOX 4 NEWS AT 9A											
<u>St</u> Week: 10	art Date	End Date 10/07/12	<u>Weekdays</u> TF	Spots/Week	<u>Rate</u> \$500.00	Rating 0.00			1		
E 6 4		10/07/12		CM-AII	5-530p	TF	:30	1 \$1,000.001	0.00 NM	4	¢4 000 80
5	1,210-11	14. 10100112	5-530p		(5:00 PM-5:3		.50	1 \$1,000.001	U.QU INIVI	1	\$1,000.00
FOX 4	NEWS		•		(,					
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10		10/07/12	TF		\$1,000.00	0.00	·				
E 7 4	10/04/1	2 10/05/12	M-F 6-630p	CM-All	6-630p	TF	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
M-F 6-630p FOX 4 NEWS AT 6P											
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10	/01/12	10/07/12	TF	1	\$1,000.00	0.00					
E 8 4	10/04/1	2 10/05/12	M-F 630-7p	CM-AII	630-7p	TF	:30	1 \$3,500.001	0.00 NM	1	\$3,500.00
whool	of fortune		M-F 630-7p						1		
	or lortune art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10	-	10/07/12	TF	***************************************	\$3,500.00	0.00					
E 9 4	10/04/1	2 10/05/12	M-F 9-10p		9-930p		:30	1 \$1,800,001	0.00 NM	1	\$1,800.00
			9-930p .	•	(9:00 PM-9:3	10 PM)		, de 1) en 1 en 1962 (0.00 11111	,	ψ1,000.00
FOX 4											
<u>Sta</u> Week: 10	art Date	End Date	<u>Weekdays</u> TF	Spots/Week	Rate	Rating					
E 10 4		10/07/12 2 10/06/12		···	\$1,800.00	0.00					
£ (U 4	TU/UQ/ I	4 19/99/14	Sa 9-10p 930-10p		930-10p (9:30 PM-10	S- - (MSI ()	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
FOX 4 NEWS											
/	art Date	End Date	Weekdays	Spots/Week	Rate	Rating			1		
Week: 10	/01/12	10/07/12	S	1	\$1,800.00	0.00					
					- The second				Telalc	49 Q	14 476 00